



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 338233

Schedule Dates 10/23/12-10/29/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (135597)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY :30 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Deb O'Keefe
CO-OP No
Headline # 06389018
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,632.50
Net Total \$31,917.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 29 \$34,800.00
Nov. 2012 3 \$2,750.00
Grand Total: 32 \$37,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7A- 8A (EST)			1	1	1	1			4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	7-8a Today Show/1	10/22/12
2.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7A- 8A (EST)			1						1	\$850.00	\$850.00	Pittsburgh (WPXI)	Today Show 7-8a/2	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	8A- 9A (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	Today Show 8-9a/3	10/22/12
4.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	8A- 9A (EST)			1						1	\$800.00	\$800.00	Pittsburgh (WPXI)	Today Show 8-9a/4	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:59A- Channel 11 News 6am			1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	6am News/5	10/22/12
6.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:59A- Channel 11 News 6am			1						1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	6am News/6	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	4P- Judge Judy 4p			X	X	X	X			3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	JUDGE JUDY 4p/ 7	10/22/12
8.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5P- 5:30P (EST)			X	X	X	X			3	\$1,100.00	\$3,300.00	Pittsburgh (WPXI)	5-530P NEWS/8	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:58P- Channel 11 News At 6pm M-F			X	X	X	X			3	\$1,300.00	\$3,900.00	Pittsburgh (WPXI)	6P NEWS/9	10/22/12
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy			X	X	X	X			1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOPARDY/10	10/22/12
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE			X	X	X	X			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	WHEEL/11	10/22/12
12.0	Normal Line / Spot	10/23/12-10/27/12	4	:30	Self Pattern- *53a Tu-Sat Late News			1	1	1	1	1		1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	11P NEWS/12	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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12.0.1	Closed Preempt	10/24/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
12.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
12.0.3	Closed Preempt	10/27/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
12.0.4	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
13.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	2				4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	11P NEWS/12	10/22/12

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Date:

Accepted-Station:

Date:

Comments:

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